



For additional information contact:

Eric Carson or Ron Treister
rt@communicatorsintl.com
epc@communicatorsintl.com
207-828-8050

LATICRETE RAK Co. LLC qualifies for ISO 9001 Certificate of Registration



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced today the management system of LATICRETE RAK Co. LLC, of the UAE, has been certified to ISO 9001 by QMI SAI Global.

ISO 9001 is an international quality standard developed by the International Organization for Standardization (ISO), a worldwide federation of national standards bodies representing some 130 countries. QMI SAI Global, which issued its first quality assurance certificate in 1983, is North America's first management systems registrar. Staffed with some of the most knowledgeable and experienced auditors anywhere, many are involved in the development and ongoing evolution of the ISO 9000 family of standards.

For nearly three decades in the Middle East, LATICRETE has been introducing and implementing modern technological methods which have been constantly improving procedures for the installation of tile and stone in the region. As part of the company's continued commitment to this area of the globe, LATICRETE set up a local production unit in Joint Venture with RAK Ceramics, called LATICRETE RAK COMPANY in May 2003. From this regional base, LATICRETE RAK serves the entire network of countries throughout the Middle East & Africa.

"Professionalism is what drives LATICRETE," stated David A. Rothberg, Chairman/CEO of LATICRETE. "The fact that our Middle East Joint Venture with RAK Ceramics is now ISO 9001-certified is just another indication of how our company is always striving to meet the highest professional standards worldwide."

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers in its field. It's well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010
www.laticrete.com.

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Innovative Tile and Stone Installation Systems